THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. An oral gel delivery system for non-steroidal anti-inflammatory drugs (NSAIDs) comprising one or more NSAIDs substantially uniformly dispersed in a gel matrix, said delivery system having a final moisture content of between about 10% and about 40% by weight and a water activity of less than about 0.9, and said gel matrix comprising:
   a) one or more hydrocolloids;
   b) one or more sugars, sugar syrups, sugar alcohols, or a combination thereof; and
   c) one or more polyhydric alcohols.

2. The oral gel delivery system according to claim 1, wherein said delivery system has a final pH between about 4.5 and about 9.0.

3. The oral gel delivery system according to claim 1 or 2, wherein said one or more NSAIDs comprise up to about 40% by weight of said delivery system.

4. The oral gel delivery system according to any one of claims 1, 2, or 3, wherein said delivery system comprises between about 0.1% and about 17% by weight of said one or more hydrocolloids, between about 10% and about 60% by weight of said one or more sugars, sugar syrups, sugar alcohols, or combination thereof and between about 5% and about 50% by weight of said one or more polyhydric alcohols.

5. The oral gel delivery system according to any one of claims 1, 2, 3 or 4, wherein said one or more hydrocolloids are selected from the group of: gelatine, gellan, pectin, modified starch, cellulose and modified cellulose.

6. The oral gel delivery system according to any one of claims 1, 2, 3, 4 or 5, wherein said one or more sugars, sugar syrups or sugar alcohols are selected

from the group of: corn syrup, high fructose corn syrup, maltitol syrup and isomalt syrup.

7. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5 or 6, wherein said one or more polyhydric alcohols are selected from the group of: glycerol, lower alkyl ester derivatives of glycerol, propylene glycol and short chain polyalkylene glycols.

8. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said one or more NSAIDs are selected from the group of: aniline derivative NSAIDs, propionic acid derivative NSAIDs and acetic acid derivative NSAIDs.

9. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said NSAID is a salicylic acid derivative NSAID.

10. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said NSAID is ibuprofen.

11. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said NSAID is acetominophen.

12. The oral NSAID gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said NSAID is diclofenac.

13. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6 or 7, wherein said NSAID is indomethacin.

14. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 or 13 further comprising one or more other functional ingredients, wherein the total amount of said one or more NSAIDs and said

one or more functional ingredients is less than or equal to 40% by weight of said delivery system.

15. The oral gel delivery system according to claim 14, wherein said one or more other functional ingredients are selected from the group of: anti-inflammatory compounds, antihistamines, decongestants, expectorants, anti-tussives, narcotic analgesics, alkaloids, muscle-relaxants, antacids, anticholinergics, B vitamins, caffeine and phospholipids.

16. The oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 or 15, wherein said delivery system further comprises one or more bioavailability enhancer.

17. An oral gel delivery system for non-steroidal anti-inflammatory drugs (NSAIDs) comprising one or more NSAIDs substantially uniformly dispersed in a gel matrix, said delivery system having a final moisture content of between about 10% and about 30% by weight and a water activity of less than about 0.7, and said gel matrix comprising:

a) one or more hydrocolloids selected from the group of: modified starch, gelatine, gellan, pectin, cellulose and modified cellulose;
b) one or more sugar syrups selected from the group of: corn syrup, high fructose corn syrup, maltitol syrup and isomalt syrup, and
c) one or more polyhydric alcohols selected from the group of: glycerol and propylene glycol.

18. The oral gel delivery system according to claim 17, wherein said delivery system has a final pH between about 6.0 and about 9.0.

19. The oral gel delivery system according to claim 17 or 18, wherein said one or more NSAIDs comprise up to about 40% by weight of said delivery system.

20. The oral gel delivery system according to any one of claims 17, 18 or 19, wherein said delivery system comprises between about 0.1% and about 17% by weight of said one or more hydrocolloids, between about 15% and about 55% by weight of said one or more sugar syrups, and between about 5% and about 50% by weight of said one or more polyhydric alcohols.

21. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said one or more NSAIDs are selected from the group of: aniline derivative NSAIDs, propionic acid derivative NSAIDs and acetic acid derivative NSAIDs.

22. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said NSAID is a salicylic acid derivative NSAID.

23. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said NSAID is ibuprofen.

24. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said NSAID is acetominophen.

25. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said NSAID is diclofenac.

26. The oral gel delivery system according to any one of claims 17, 18, 19 or 20, wherein said NSAID is indomethacin.

27. The oral gel delivery system according to any one of claims 17, 18, 19, 20, 21, 22, 23, 24, 25 or 26 further comprising one or more other functional ingredients, wherein the total amount of said one or more NSAIDs and said one or more functional ingredients is less than or equal to 40% by weight of said delivery system.

28. The oral gel delivery system according to claim 27, wherein said one or more other functional ingredients are selected from the group of: anti-inflammatory compounds, antihistamines, decongestants, expectorants, anti-tussives, narcotic analgesics, alkaloids, muscle-relaxants, antacids, anticholinergics, B vitamins, caffeine and phospholipids.

29. The oral gel delivery system according to any one of claims 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27 or 28, wherein said delivery system further comprises one or more bioavailability enhancer.

30. Use of a gel matrix comprising:

a) one or more hydrocolloids;

b) one or more sugars, sugar syrups, sugar alcohols, or a combination thereof, and

c) one or more polyhydric alcohols,

in the preparation of an oral gel delivery system for non-steroidal anti-inflammatory drugs (NSAIDs), wherein said delivery system comprises one or more NSAIDs substantially uniformly dispersed in said gel matrix, and said delivery system has a final moisture content of between about 10% and about 40% by weight and a water activity of less than about 0.9.

31. The use according to claim 30, wherein said delivery system comprises up to about 40% by weight of said one or more NSAIDs.

32. A process for preparing an oral gel delivery system for non-steroidal anti-inflammatory drugs (NSAIDs), said process comprising the steps of:

(i) preparing a blend of one or more hydrocolloids, one or more sugars, sugar syrups, sugar alcohols, or a combination thereof, and optionally water at a temperature of less than 100°C, wherein said hydrocolloid(s), said sugars, sugar syrups and/or sugar alcohols and said water are in a ratio that will provide a final moisture content to the delivery system of between about 10% and about 40% by weight;

(ii) reducing the temperature of said blend to between about 50°C and about 80°C;

(iii) dispersing one or more NSAIDs in a solvent comprising one or more polyhydric alcohols at a temperature at or below about 70°C to provide a solvent mixture;

(iv) combining said blend from step (ii) with said solvent mixture to provide a gel matrix, and

(v) moulding said gel matrix to provide said oral gel delivery system.

33. The process according to claim 32, wherein the amount of said one or more NSAIDs dispersed in said solvent in step (iii) provides up to 40% by weight of said NSAID(s) in the final delivery system.

34. The process according to claim 32 or 33, wherein preparing said blend in step (i) is at a temperature between about 60°C and about 80°C.

35. The process according to any one of claims 32, 33 or 34, wherein dispersing said one or more NSAIDs in said solvent in step (iii) is at a temperature below about 50°C.

36. An oral gel delivery system for non-steroidal anti-inflammatory drugs (NSAIDs) prepared by the process of any one of claims 32, 33, 34 or 35.

37. Use of the oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 or 16 to deliver an effective amount of one or more non-steroidal anti-inflammatory drugs (NSAIDs) to an animal in need thereof.

38. The use according to claim 37, wherein said one or more NSAIDs are for reducing and/or preventing pain, inflammation, fever or a combination thereof in said animal.

39. The use according to claim 37 or 38, wherein said animal is a human.

40. Use of the oral gel delivery system according to any one of claims 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28 or 29 to deliver an effective amount of one or more non-steroidal anti-inflammatory drugs (NSAIDs) to an animal in need thereof.

41. The use according to claim 40, wherein said one or more NSAIDs are for reducing and/or preventing pain, inflammation, fever or a combination thereof in said animal.

42. The use according to claim 40 or 41, wherein said animal is a human.

43. A kit for the delivery of one or more non-steroidal anti-inflammatory drugs (NSAIDs) to an animal comprising one or more units of the oral gel delivery system according to any one of claims 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 or 16 and optionally instructions for use.

44. A kit for the delivery of one or more non-steroidal anti-inflammatory drugs (NSAIDs) to an animal comprising one or more units of the oral gel delivery system according to any one of claims 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28 or 29 and optionally instructions for use.

45. The kit according to claim 43 or 44, wherein said animal is a human.